

## WNTC CELEBRATES 25th ANNIVERSARY

by Gary Landrio and Lee Maisler

On March 17, 1948, a group of Potsdam State students signed on what was eventually to become the largest bi-campus organization in Potsdam, radio station WNTC'. At first they ran a 100 watt transmitter from the roof of Snell Hall. Gradually WNTC evolved into an active efficient operation.

According to legend, part of the antenna fell onto the copper roof of Snell Hall causing WNTC's signal to be heard in Syracuse. One of the FCC agents in Malone reportedly broke all speed limits getting to Potsdam, dashed into WNTC studios and after half an hour of being calmed down, took WNTC off the air. This was in 1956.

In 1957, the station was back on the air. The main studio was located in Snell 350. There was a

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tech room on the second floor and room 251 was used as a conference room. The record library was cleaned out by winging discs out over the houses where the parking lot is now.

During the period from 1962 to 1964, WNTC gradually came alive. With competition of WCCT (WTSC-AM), the music format changed to mostly rock and roll, although the station had a hard time getting records. Also at this time, MIDNIGHT ELECTRONICS INDUSTRIES tried setting up a rebel station in Reynolds House, but finally in 1963 gained control of WNTC. During 1963 the first tape cartridge machine in the North Country was put into service by the station.

In the fall of 1964, WNTC moved into Hiram Hall, the chemistry annex. The station was now the only college station in this part of the state to play 100% rock and roll. In the summer of 1965 several members of WNTC attended CCT summer school, common occurrence) and it was decided to sign WNTC on the air, from the WTSC studios. This was the first of what was to

become regular summer school programming.

All day programming was first started in 1968. It was also in this year that the station doubled its size by expanding to the upstairs of the building. At this time ICRN news department was taken over by WNTC, and started doing 18 newscasts a day. January 1970 saw WNTC's biggest project completed, the total rebuilding of the main studio and work areas, while SUCP was still on Christmas vacation. It was at this time that WNTC began to produce a sound in league with many professional radio stations.

After long months of paperwork and tech work, WNTC, in March of 1971 made its first major expansion in service in many years. A low power FM transmitter was built and fed into the local cable system. WNTC-FM was born and our potential listening audience grew to include Canton, Norwood, and Norfolk, as well as the village of Potsdam itself. Also the Spring of 1971 found a new control added to the main studio.

In the last two years, in addition to programming

innovations, work has been done in the form of increasing work space. This fall WNTC expanded into part of the old chemistry annex, adding new office space and a vastly improved tech. The old tech room upstairs will later be combined with the present production studio to create a larger, more efficient studio.

In the next year's improvements are planned to increase the fidelity of WNTC's signal. Sections of the control board in the air studio are being replaced with integrated circuits in an effort to increase frequency response and eliminate noise. A new FM transmitter for the cable system with increased stability and fidelity is under construction. This will replace the semi-prototype model presently in service.

Friday, March 17, WNTC will have completed 25 years of service for college students in Potsdam. If you've heard us, we hope you've enjoyed what you've heard. In any case, all Clarkson and Potsdam State students are welcome to come down to WNTC either to make suggestions, or if you have an interest in radio, join the staff.